



the
ARTISAN BEEF™
institute™

Artisan Beef is different on every level

Mystery Beef

Random different breeds

Unknown source

Unknown growing regions

Yield, marbling as goals

Growth hormones

Preventative antibiotics

Cramped conditions

Throughput mentality

Artisan Beef

Single breed or cross-breed

Known ranch or ranch group

Single or known growing regions

Flavor, texture as goals

No growth hormones

No preventative antibiotics

Low stress conditions

Proper aging and cutting